

ESTTA Tracking number: **ESTTA718497**Filing date: **01/05/2016**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE  
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD**Notice of Opposition**

Notice is hereby given that the following party opposes registration of the indicated application.

**Opposer Information**

Name	JEFF STEEP STEEP
Granted to Date of previous extension	01/06/2016
Address	119 N FAIRFAX AVENUE SUITE 428 LOS ANGELES, CA 90036 UNITED STATES
Party who filed Extension of time to oppose	STEEP
Relationship to party who filed Extension of time to oppose	OPPOSITION WILL BE HANDLED BY ANOTHER DIRECTOR OF THE CORPORATION, NAMELY THE FOUNDER OF STEEP, FORMER LONG-TIME STATE OF CONNECTICUT RESIDENT AND FORMER TRADEMARK HOLDER FOR FORMER REGISTERED TRADEMARKS FOR STEEP IN IC 030 AND IC 032: 2821874, 2844179.
Correspondence information	JEFF STEEP CEO STEEP 119 N FAIRFAX AVENUE SUITE 428 LOS ANGELES, CA 90036 UNITED STATES TRADEMARKS@STEEP.COM Phone:800-783-3726

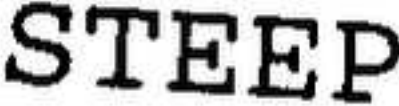
**Applicant Information**

Application No	86595088	Publication date	09/08/2015
Opposition Filing Date	01/05/2016	Opposition Period Ends	01/06/2016
Applicant	R.C. Bigelow, Inc. 201 Black Rock Turnpike Fairfield, CT 06825 UNITED STATES		

**Goods/Services Affected by Opposition**Class 030. First Use: 0 First Use In Commerce: 0  
All goods and services in the class are opposed, namely: Tea**Grounds for Opposition**

Priority and likelihood of confusion	Trademark Act section 2(d)
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## Mark Cited by Opposer as Basis for Opposition

U.S. Registration No.	2821874	Application Date	05/03/1999
Registration Date	03/16/2004	Foreign Priority Date	NONE
Word Mark	STEEP		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 030. First use: First Use: 1994/06/30 First Use In Commerce: 1994/06/30 BLENDED TEA, FLAVORED TEA, AND HERBAL TEA; COCOA		

Attachments	75680143#TMSN.png( bytes ) PLEADING OPPOSITION 86595088.pdf(139806 bytes )
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## Certificate of Service

The undersigned hereby certifies that a copy of this paper has been served upon all parties, at their address record by USPS Express Mail Post Office to Addressee on this date.

Signature	/JCS/
Name	JEFF STEEP
Date	01/05/2016

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

UNITED STATES PATENT AND TRADEMARK OFFICE  
COMMISSIONER OF TRADEMARKS  
ATTN: ADMINISTRATOR FOR TRADEMARK IDENTIFICATIONS,  
CLASSIFICATION AND PRACTICE  
P.O. BOX 1451  
ALEXANDRIA, VA 22313-145

JANUARY 5, 2016

RE:

<b>Word Mark</b>	<b>STEEP BY BIGELOW</b>
<b>Goods and Services</b>	IC 030. US 046. G & S: Tea
<b>Standard Characters Claimed</b>	
<b>Mark Drawing Code</b>	(4) STANDARD CHARACTER MARK
<b>Serial Number</b>	86595088
<b>Filing Date</b>	April 13, 2015
<b>Current Basis</b>	1B
<b>Original Filing Basis</b>	1B
<b>Published for Opposition</b>	September 8, 2015
<b>Owner</b>	(APPLICANT) R.C. Bigelow, Inc. CORPORATION CONNECTICUT 201 Black Rock Turnpike Fairfield CONNECTICUT 06825
<b>Type of Mark</b>	TRADEMARK
<b>Register</b>	PRINCIPAL
<b>Live/Dead Indicator</b>	LIVE

STEEP, INC, A TEA COMPANY FORMERLY OF THE STATE OF CONNECTICUT, SUBMITS THE FOLLOWING LETTER OF PROTEST AND INITIAL PLEADING REGARDING APPLICATION SERIAL NUMBER FOR THE MARK STEEP BY BIGELOW OF R.C. BIGELOW ("APPLICANT"), PURSUANT TO TMEP § 1715.01(A)(2). AS GROUNDS FOR THIS LETTER OF PROTEST, IT IS ALLEGED THAT THE PROPOSED MARK IN APPLICATION SERIAL NUMBER 86595088 IS CONFUSINGLY SIMILAR TO THE MARKS FORMERLY REGISTERED AND STILL IN COMMON LAW USE UNDER REGISTRATION NUMBERS **2821874** AND **2844179**, AND SHOULD BE REFUSED REGISTRATION ON THE PRINCIPAL REGISTER OF TRADEMARKS UNDER TRADEMARK ACT §2(D).

IN THE MATTER OF TRADEMARK APPLICATION SERIAL NO **86595088** FOR THE MARK **STEEP BY BIGELOW** PUBLISHED IN THE OFFICIAL GAZETTE ON SEPTEMBER 8, 2015, PLEADING OPPOSER **STEEP** ALLEGES A

REASONABLE BASIS FOR CONFUSION, A REAL INTEREST AND A DIRECT PERSONAL STAKE IN THE OUTCOME OF THIS PROCEEDING.

NAME OF OPPOSER

STEEP  
ATTN: JEFF STEEP  
119 N. FAIRFAX AVENUE  
APT. 428  
LOS ANGELES CA 90036  
UNITED STATES

NAME OF APPLICANT

R.C. BIGELOW, INC.  
201 BLACK ROCK TURNPIKE  
FAIRFIELD CT 06825

THE ABOVE-IDENTIFIED OPPOSER BELIEVES THAT IT WILL BE DAMAGED BY REGISTRATION OF THE MARK SHOWN IN THE ABOVE-IDENTIFIED 1B INTENT-TO-USE APPLICATION SUBMITTED BY APPLICANT, AND HEREBY OPPOSES THE SAME CITING THE ALLEGATIONS OF THE OPPOSER HEREIN CONTAINED. OPPOSER BELIEVES CONFUSION IS EVIDENCED BY THE SAME WORD MARK USED FOR THE SAME INTERNATIONAL CLASS OF GOODS, WITH PRIOR USAGE FOR NEARLY TWENTY YEARS, TEN OF WHICH IN THE SAME STATE OF CONNECTICUT WHERE STEEP WAS FOUNDED.

JEFF STEEP

/JCS/

STEEP  
01/05/2016